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(56) Documents Cited

GB 0645667 A

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UK CL (Edition P) B8P PAX PLX PP PQ

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(54) Abstract Title

Package

(57) A package comprises a box formed from folded sheet material, eg. cardboard. At least one panel (17) formed separately from the box is rotatably secured thereto, allowing the panel, or panels, to be rotated to reveal what is beneath. This construction can conveniently increase the surface area available on the package for bearing information. The panel (or panels) may for example be secured to the box by a rivet or eyelet (19) and may be secured to a face of the box-body, to a closure flap (11) or to an extended wall portion from which the box can be hung.

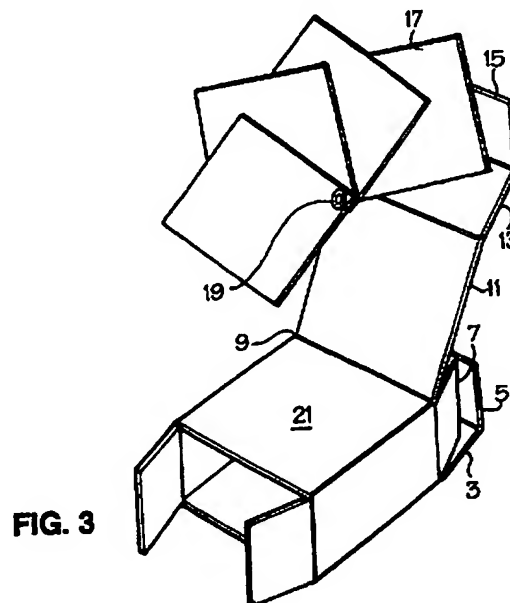


FIG. 3

1/2

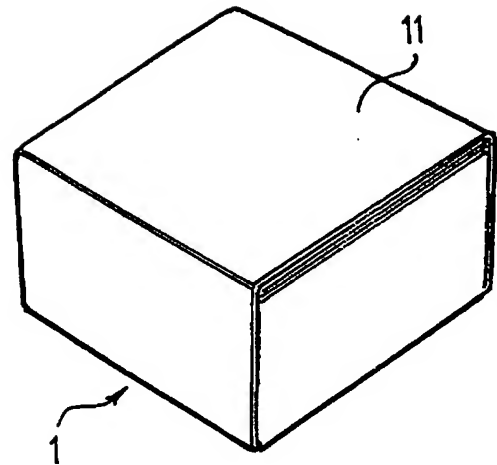


FIG. 1

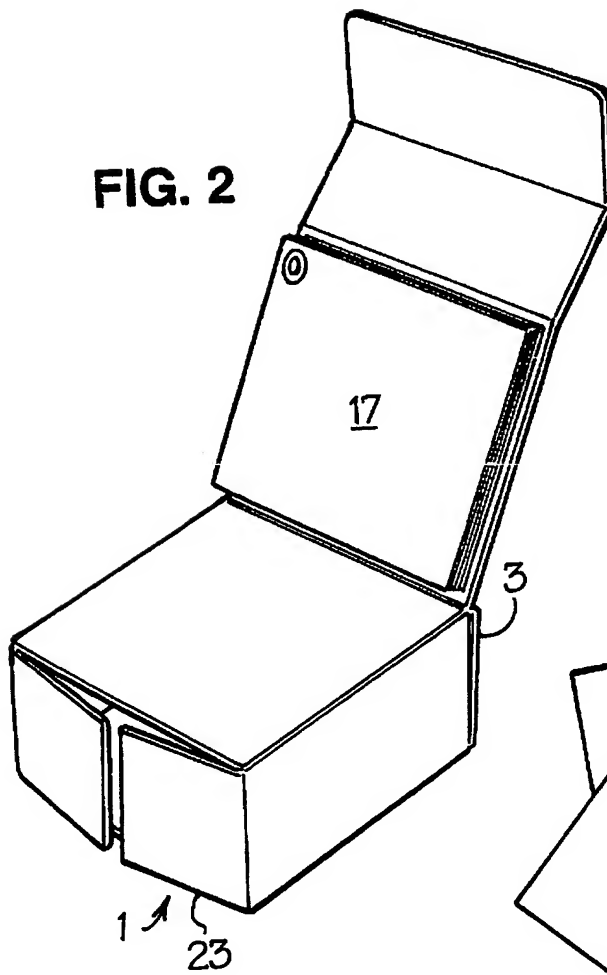


FIG. 2

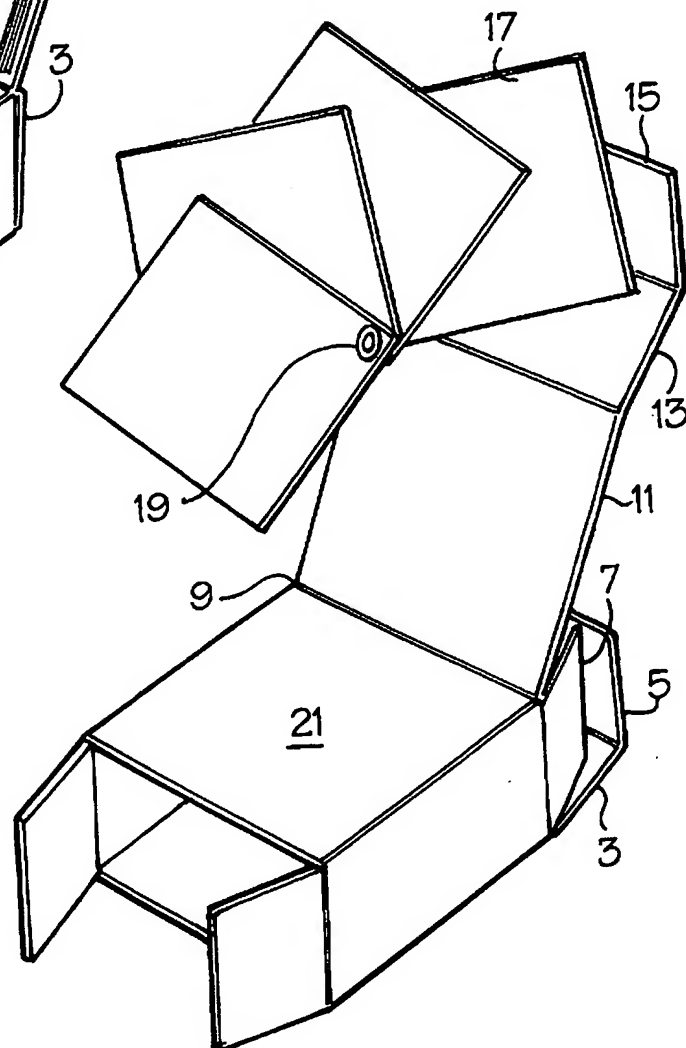


FIG. 3

FIG. 4

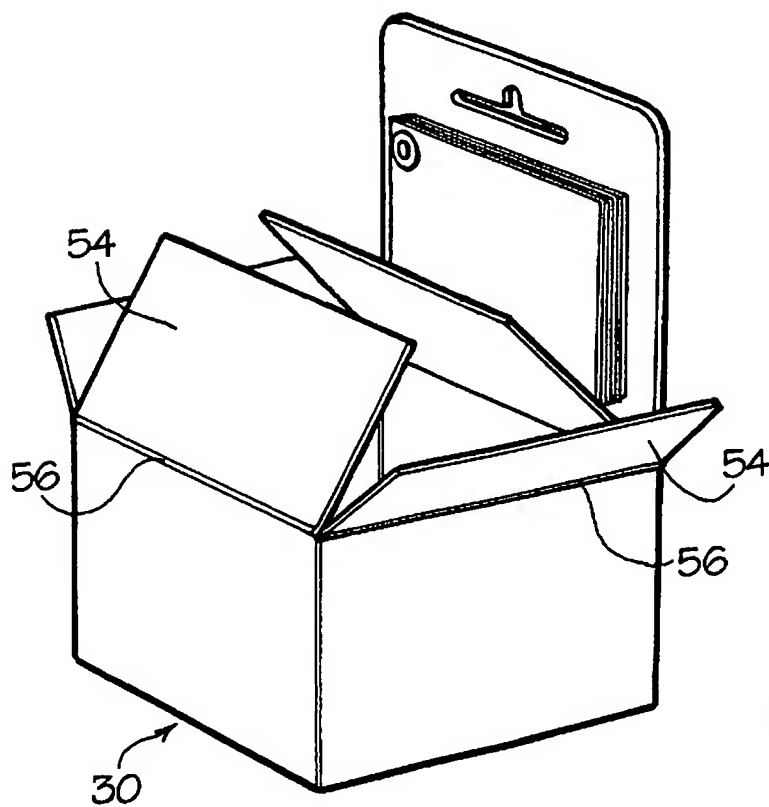
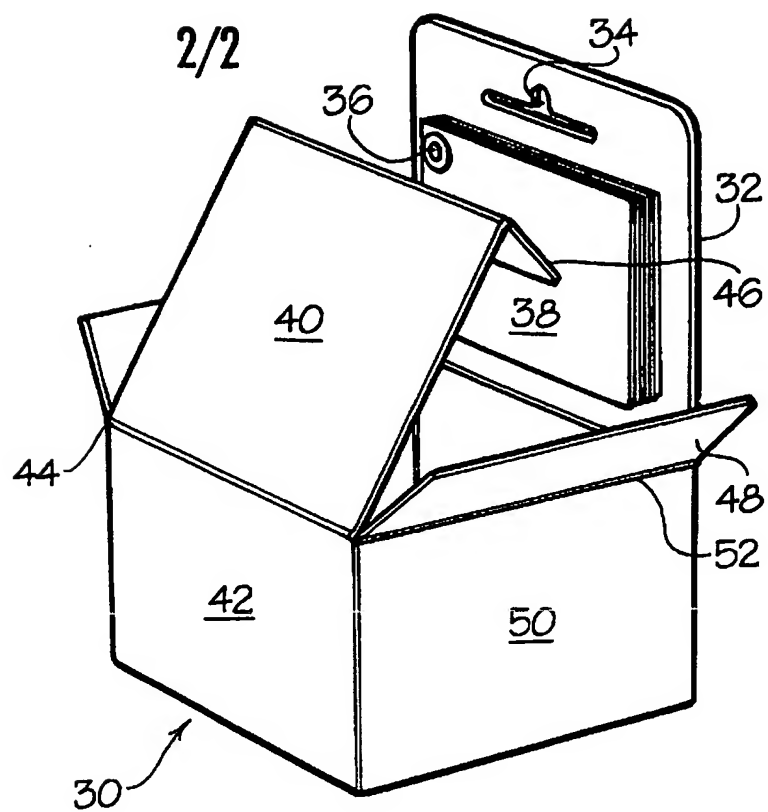


FIG. 5

DESCRIPTION**PACKAGE**

The present invention relates to product packaging.

The packages in which products are presented to the public normally bear, on their outer surface, printed information - trade marks, advertising, warnings, instructions for use etc. While this can be an effective and economical way of displaying such information, it does suffer from certain disadvantages. In particular, the amount of information that can be displayed is limited by the surface area of the package, and may be inadequate if, for example, lengthy instructions or details of a product range are required. The problem can be particularly important in packaging pharmaceuticals, which must often be accompanied by detailed information on the nature of the product and its manner of use.

The well known alternative method of presenting such data is to include a folded sheet or leaflet loose within the package. While this method can normally provide ample surface area for presenting the information, it too has some drawbacks. Most importantly, the leaflet is likely to be discarded or lost once the package has been opened. In addition, the leaflet must be inserted and appropriately arranged within the package during assembly thereof, which in itself requires an additional step in the packaging process. It is known to attach a leaflet to the exterior of a box. GB9603161.2, for example, describes a

package consisting typically of a box formed from a folded cardboard net having a normally folded leaflet secured to one of its outer faces. An extended closure flap serves both to retain the leaflet in its folded configuration, by sandwiching it against the box-face to which it is attached, and to close an otherwise open face of the box through which access is gained to the box-interior.

Such a package overcomes the above described problems of conventional boxes with regard to presentation of information, but is not ideally suited to certain specific applications. It may for example be inconvenient that the leaflet is prone to unfolding each time the package is opened for removal of products from the box.

It is an object of the present invention to provide a convenient means of adding to the surface area of a package available for presenting information, without making opening or closing of the box inconvenient. It is also desired to achieve the object of adding to the surface area of the package in a manner which is novel and attractive to a potential purchaser.

It is also an object of the present invention to provide a plurality of surfaces for bearing information which can be individually selectively viewed. In this way, for example, information on separate topics can be presented on separate surfaces, which can help to present information in a particularly clear and comprehensible manner.

In accordance with the present invention, there is provided a

package comprising a box formed from folded sheet material, at least one panel formed separately from the box, and securing means penetrating both the box and the panel to rotatably secure the panel to the box.

The panel secured in this way can normally be disposed against a face of the box (which should be understood to include disposition of the panel against a face of a closure forming flap of the box) and so need not make the package inconvenient to store. By rotating the panel, additional information (presented on the surface of the box or on a further panel) can be selectively uncovered.

It is particularly preferred that the panel is penetrated by the securing means at or adjacent an edge or, still more preferably, a corner of the panel. In this way, the surface area which is covered/revealed upon rotation of the panel is maximised. The panel may be square, although other shapes are also envisaged.

It is especially advantageous, in accordance with the present invention, for the package to comprise a plurality of panels each penetrated by the securing means and thereby rotatably secured to the box. Clearly, this can add greatly to the capacity for storing information. The panels are preferably mutually similarly shaped. This can allow the panels to be arranged to form a stack, minimising their bulk.

A plurality of panels may each bear information under a different heading - eg. dose rates of a pharmaceutical for each day of the week -

minimising the risk of misinterpretation of the information.

The panels may bear printed information, but alternatively or additionally they may be impregnated with a scent. This may, according to a preferred embodiment of the present invention, be achieved by means of a coating on the panel adapted to release its scent when scratched (often referred to as "scratch and sniff"). Several panels may allow several different scents to be sampled.

It is also within the scope of the present invention for the panel or panels to comprise or consist of swatches. Thus, the package may display several cloth samples.

In fact, the panel may take a variety of forms. For example, it may comprise a sachet or blister pack for product storage. In such embodiments the panel must still be shaped as such, having an approximately planar main face for abutment against the box and a depth which is small in relation to the dimensions of the main face.

The securing means may be formed by a single component - eg. a rivet. More preferably, however, it comprises two components adapted to interlock. In this case, each component of the securing means preferably comprises an enlarged head for resting against the box or panel and engagement means for interlocking with the other component.

In accordance with a further preferred embodiment of the present invention, the securing means is adapted to releasably secure the panel

or panels to the box. This allows the panels to be removed, eg. to change the set of panels attached to a particular box, and then replaced.

The securing means may take the form of an eyelet.

The box is most preferably formed of cardboard. A single piece of cardboard may be used to form the box.

The panel or panels may be secured to an exterior face of the body of the box. Alternatively, the panel or panels may be secured to a closure flap of the box, most preferably to a surface thereof which faces toward the interior of the box when the flap is in the closed position.

It is preferred that the box comprises a hinged flap adapted to sandwich the panel or panels against a face of the box. This configuration helps to prevent unintended rotation of the panel(s) and to protect them eg. during transit.

Further, in accordance with a preferred embodiment of the present invention, the hinged flap in question may be a closure forming flap of the box. In this way, the hinged flap serves a dual function (closing the box and covering the panels), thereby simplifying the box construction, and it can also be ensured that the panel/panels is/are brought to a user's attention each time the box is opened. Most preferably, the box comprises a first face which is normally open for access to the box interior and a second face, the hinged flap being adapted to close the first face while sandwiching the panel or panels against the second face.

In an especially preferred embodiment of the present invention, one wall of the box has a portion which extends beyond the body of the box and which is provided with means from which the box can be hung, the panel (or panels) being rotatably secured to said portion of said wall. This is a constructionally straightforward way to adapt the box to be hung from a retail display unit of known type, while ensuring the panel/panels is/are conspicuous to a potential purchaser.

Specific embodiments of the present invention will now be described, by way of example only, with reference to the accompanying drawings, in which:-

Fig. 1 is a perspective view of a package constructed in accordance with the present invention in a closed configuration;

Fig. 2 is a corresponding view of the same package in an open configuration, panels of the package being aligned in a stack;

Fig. 3 is a corresponding view of the same package in the open configuration, the panels being rotated to reveal parts of their surfaces;

Fig. 4 is a perspective view of a further package constructed in accordance with the present invention, this package being adapted to be hung on a known type of retail display unit; and

Fig. 5 is a perspective view of still a further package constructed in accordance with the present invention, again adapted to be hung.

The package illustrated in Figs. 1-3 comprises a box 1 formed from a single piece folded cardboard box blank. Front and rear faces of

the box are openable for access to the interior, the rear face being closable in conventional manner by a rear flap (seen most clearly in Fig. 3) comprising a rear hinged panel 3 and a rear tuck flap 5 which cooperates with rear side flaps 7 to frictionally retain the rear hinged panel 3 in its closed position, as seen in Figs. 1 and 2.

The box further comprises a main flap which is creased to form a retaining panel 11, a closure panel 13 and a tuck flap 15. One edge of the retaining panel 11 meets the body of the box along a crease 9 which serves to hingedly mount the main flap.

The package comprises a plurality of movable panels 17. In the illustrated embodiment, each movable panel is formed as a rectangle of sheet material, in this case cardboard. The movable panels of the illustrated embodiment may bear visual information (eg. printed instructions or advertising) and/or may carry a scent. The movable panels 17 are each penetrated immediately adjacent a respective corner by an eyelet 19 which also passes through a corner of the retaining panel 11. The eyelet is formed by two mutually interlocking components in a known manner, and serves to pivotally mount all of the panels 17 on the retaining panel 11.

In Figs. 1 and 2, the movable panels are arranged in a stack to minimise the space they take up and allow the box to be closed to form a neat package. To view any movable panel in the stack, (except for the top panel, which is visible whenever the box is opened) the panel in

question may be rotated relative to the remaining panels such that its surface is exposed. Fig. 3 shows the movable panels 17 fanned to partially reveal the surface of each.

While the movable panels of the illustrated embodiment are attached to the main flap, an alternative embodiment has the movable panels secured to a face 21 of the body of the box.

The eyelet 19 serves to normally keep the movable panels 17 parallel to the face of the box to which they are attached. The axis of rotation of the movable panels 17 is substantially normal to the face of the box to which they are attached.

When the package is closed as shown in Fig. 1, the retaining panel 11 overlies the movable panels 17 to retain them against the body of the box. The movable panels 17 are thus sandwiched between the retaining panel 11 and the exterior face 21 of the box 1. At the same time, the closure panel 13 covers the otherwise open front face of the box, and the tuck flap 15 is inserted inside the box and cooperates with side flaps 23 in frictionally maintaining the package in the closed configuration.

Fig. 4 illustrates a further package embodying the present invention, this package being suitable for use with the type of display unit, found in many retailers, which has several horizontally projecting bars from which packaged products are suspended.

The package comprises a cardboard blank which is folded to form a cuboidal box 30 for receipt of items (the package is considered particularly suitable for containing films for cameras, but clearly a huge

range of other items could be stored in the box 30). One, normally vertical, panel of the box 30 will for the sake of convenience be referred to as the "back panel" 32, and projects upwardly from the box 30. An upper portion of the back panel 32 is penetrated by a slot 34 of known shape, through which a horizontal bar of a display unit of the type referred to above can be inserted to suspend the package.

Coupled to the back panel by an eyelet 36 are a plurality of movable panels 38, which may take any of the forms already described in connection with other embodiments of the present invention. These panels are, when the package is hung from a display unit, immediately presented, and accessible, to a customer.

To permit access to the interior of the box 30, its top face is formed by a panel 40 which is hingedly coupled to the front panel 42 of the box by a fold 44, and which has a tuck flap 46. This engages with side flaps 48 hingedly coupled to the side panels 50 by folds 52.

The embodiment of the present invention illustrated in Fig. 5 differs from the Fig. 4 embodiment in that the top face of the box 30 is here formed by four closure panels 54 each hingedly coupled to one of the four vertical panels of the box 30 along a respective fold 56. The four panels are initially co-planar and horizontal, being glued to each other to close the box 30. A user breaks the glue joints and raises the closure panels to bring the package to the configuration shown in Fig. 5, permitting access to the contents of the box.

CLAIMS

1. A package comprising a box formed from folded sheet material, at least one panel formed separately from the box, and securing means penetrating both the box and the panel to rotatably secure the panel to the box.
2. A package as claimed in claim 1, wherein the panel is penetrated by the securing means at or adjacent an edge or a corner of the panel.
3. A package as claimed in claim 1 or claim 2, wherein the panel is square.
4. A package as claimed in any preceding claim, comprising a plurality of panels each penetrated by the securing means and thereby rotatably secured to the box.
5. A package as claimed in claim 4, wherein the panels are mutually similarly shaped.
6. A package as claimed in any preceding claim, wherein the panel (or panels) bears (bear) printed information.
7. A package as claimed in any preceding claim, wherein at least one panel is impregnated with a scent.
8. A package as claimed in any preceding claim, wherein the panel (or panels) comprises (comprise) or consists (consist) of swatches.
9. A package as claimed in any of claims 1 to 6, wherein the panel (or panels) comprises (or comprise) a sachet or blister pack for product storage.
10. A package as claimed in any preceding claim, wherein the

securing means is a rivet.

11. A package as claimed in any of claims 1 to 9, wherein the securing means comprises two components adapted to interlock.

12. A package as claimed in any of claims 1 to 9, or in claim 11, wherein the securing means is adapted to releasably secure the panel(s) to the box.

13. A package as claimed in any preceding claim, wherein the panel (or panels) is (are) secured to an exterior face of the body of the box.

14. A package as claimed in any of claims 1 to 12, wherein the panel (or panels) is (are) secured to a closure flap of the box.

15. A package as claimed in claim 14, wherein the panel (or panels) is (are) secured to a surface of the closure flap which faces toward the interior of the box when the flap is in the closed position.

16. A package as claimed in any preceding claim, wherein the panel (or panels) is (are) secured to a hinged flap adapted to sandwich the panels against a face of the box.

17. A package as claimed in claim 16, wherein the hinged flap is adapted to serve as the closure flap for the box.

18. A package as claimed in claim 17, wherein the box comprises a first face which is normally open for access to the box interior and a second face, the hinged flap being adapted to close the first face while sandwiching the panel or panels against the second face.

19. A package as claimed in any of claims 1 to 12, wherein one wall of the box has a portion which extends beyond the body of the box and which is provided with means from which the box can be hung, the

panel (or panels) being rotatably secured to said portion of said wall.

20. A package as claimed in claim 19, wherein the means from which the box can be hung comprise an aperture in said portion of said wall.

21. A package substantially as herein described with reference to, and as illustrated in, any of accompanying Figs. 1 to 5.



Application No: GB 9807079.0
Claims searched: 1 to 21

Examiner: Mike Henderson
Date of search: 25 June 1998

Patents Act 1977
Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:
UK CI (Ed.P): B8P(PP PLX PQ PAX)
Int CI (Ed.6): B65D 5/42 5/44
Other: ONLINE:WPI

Documents considered to be relevant:

Category	Identity of document and relevant passage		Relevant to claims
X	GB 645667	(FLEGG) (Whole disclosure relevant)	1,4, & 13
X	GB 262631	(HUDSON et al) (Whole disclosure relevant)	1,2,4 to 6,10,11 & 13
X,P	US 5636741	(O'KEEFE) (Whole disclosure relevant)	1,2,6 & 10
X	US 4585123	(PENRY) (Whole disclosure relevant)	1,2,6,10 & 11
X	US 3865300	(CAVENEY) (Whole disclosure relevant)	1 to 3 & 13

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
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